



## NORTHWEST POWER NORTHWEST VALUES

**Job Title & Series:**

Chief Public Affairs Officer, GS-1035

**Job Announcement Number:**

9710-12-DE

**Grade & Salary Range:**

GS-15: \$119,902 - \$155,500

Full performance level: GS-15

**Opens:** 01/09/2012

**Closes:** 02/17/2012

(Applications must be received by 11:59 p.m. Pacific Time)

**Anticipated number of positions to be filled:** One

**Location:** Portland, OR

**Type of Position:** This is a Permanent position with a full-time work schedule.

**Benefits:** BPA offers a comprehensive benefits package. <http://www.jobs.bpa.gov/Benefits/>

### Eligibility

All United States citizens are eligible to apply.

*NOTE: You must submit separate and complete application packages for each vacancy for which you would like to be considered. This includes current or former federal employees eligible for transfer or reinstatement, veterans eligible for appointment under the Veterans' Employment Opportunities Act or other veterans' programs, and others eligible under special hiring authorities may apply under external announcements and internal Merit Promotion procedures: 9711-12.*

### About BPA

The Bonneville Power Administration has been powering people and careers for nearly 75 years. We are a non-profit federal agency that provides clean, emissions-free electricity to the Pacific Northwest and maintains a high voltage transmission system to deliver that electricity. We are a leader in sustainability and environmental stewardship, promoting energy efficiency, renewable energy, the smart grid, fish and wildlife protection and initiatives to address climate change. We are a visionary and innovative agency that values diversity and creativity and encourages continuous learning. We are located throughout the Pacific Northwest with opportunities in cities, smaller communities and rural areas. You can learn more about BPA at [www.bpa.gov](http://www.bpa.gov).

### Job Summary & Major Duties

BPA's Chief Public Affairs Officer (CPAO) is responsible for leading, directing, and promoting a robust public affairs and communications program to promote, establish, and maintain cooperative relationships with the media, customers and ratepayers, and other key external stakeholders and ensure the involvement of groups interested in and affected by BPA's policies, programs, and decisions. This includes leading and managing national, regional, and tribal relations and directing internal and external communications programs that foster knowledge, awareness, and support of BPA's programs, achievements, and value to the Pacific Northwest.

The CPAO serves as BPA's official Freedom of Information Act (FOIA) Officer and Privacy Act Officer and directs the FOIA Liaison staff processing and coordinating of responses to FOIA requests and provides advice on FOIA compliance.

The CPAO also serves as the Agency's Open Government Officer, responsible for ensuring that the Agency complies with Presidential and DOE Open Government guidance by publishing high-value data sets on the Agency's external website.

The ideal Chief Public Affairs Officer candidate will be a highly motivated individual who demonstrates a commitment to public service and possesses a proven record of leading and managing a mix of public affairs and government relations in industry, governments, or agencies, preferably with experience from projects and programs related to the electrical utility industry in the Pacific Northwest. This candidate would also have experience translating issues and opportunities into an external context and developing tactical and strategic communications plans to proactively engage key constituencies and policymakers.

BPA serves a broad and unique mission in the Pacific Northwest to create and deliver the best value for our customers and constituents as we act in concert with others to assure the Pacific Northwest:

- An adequate, efficient, economical and reliable power supply;
- A transmission system that is adequate to the task of integrating and transmitting power from federal and non-federal generating units, providing service to BPA's customers, providing interregional interconnections, and maintaining electrical reliability and stability; and

- Mitigation of the Federal Columbia River Power System's impacts on fish and wildlife.

As part of its responsibilities, BPA promotes energy efficiency, renewable resources and new technologies. The agency also funds regional efforts to protect and rebuild fish and wildlife populations affected by hydropower development in the Columbia River Basin. BPA is committed to providing public service and seeks to make its decisions in a manner that provides opportunities for input from all stakeholders. In its vision statement, BPA dedicates itself to providing high system reliability, low rates consistent with sound business principles, environmental stewardship and regional accountability.

Public Affairs is responsible for developing a comprehensive public affairs strategy and managing the centralized support of the agency implementation of that strategy. This includes direction and support for national, regional, and tribal relations, media and internal and external communications. This function is responsible for fostering support, knowledge, and awareness of BPA's activities, achievements, and value to the Pacific Northwest. Public Affairs is also responsible for ensuring that programs are in place to secure appropriate public input into BPA's decision-making processes.

Public Affairs promotes high quality communications with employees and external groups and fosters understanding and awareness of the activities and achievements of the agency. To carry this out, Public Affairs ensures that BPA involves and considers the views of interested and affected public in the development of new policy and agency decisions. Public Affairs ensures that BPA communicates with employees and the public in a timely, accurate, clear, and complete manner. Public Affairs prepares executive speeches, presentations, other policy materials, prepares release and outreach plans, develops communication strategies including messages, advises and supports business units on Public Affairs considerations, and monitors impacts of strategies.

New Media & Open Government Communications includes Web Content/Design Management acts as "Web content master" for BPA's internal and external websites. They assist business units in translating business needs into effective Web solutions, and develop and operate systems for managing content on the Web, both internal and external. The team develops and manages the look and feel (design and navigation) standards for the internal and external Web, evaluates the effectiveness of Web and initiates revisions.

The team is also responsible for ensuring compliance with Presidential and DOE Open Government guidance by publishing high-value data sets on the Agency's external website as proscribed and the agency's social media policies and directives.

Brand Communications includes Production Support and Community Relations and Education programs.

Production Support is responsible for BPA programs and events, including development and production of publications, brochures, fact sheets, newsletters, posters, flyers, promotional materials, photography (digital or film), signs, presentations (electronic, overhead or handouts), charts and diagrams (bar/pie charts, flow charts, maps, etc.), illustrations, displays/exhibits, ads, Web graphics, video-graphy/video-stream (single-camera not requiring editing), and the BPA Annual Report.

Event Planning, Education and Community Relations provide strategic and tactical advice regarding use of events to further program goals. The staff processes requests for external sponsorship that come into the agency including final approval by the CPAO. They handle event logistics (arrange promotion venue, registration, materials, production, A/V, etc). The staff designs and coordinates agency-wide education and community relations programs and develops materials and curricula for educators.

## **Qualifications**

### **SPECIALIZED EXPERIENCE**

- Experience managing a comprehensive public affairs/communications program, including each of the following components: employee communication/information; public information or education; and governmental or legislative affairs program;
- Experience providing advice and guidance to executive officials to plan, develop, and execute specific communication strategies designed to enhance awareness and understanding of an organization's policies and programs; and
- Experience providing advice and guidance to executive officials on establishing and maintaining relationships and interacting with key constituents/constituencies, stakeholders, and other groups affected by or interested in the organization's policies and programs.

In order to be rated as meeting the minimum qualifications, we must be able to determine from your application

package (includes resume, cover letter and or other supporting material) that you have a minimum of **one year** of the specialized experience requirement described above. *Applicants who have qualifying experience performed on less than a full-time basis must specify the percentage and length of time spent in performance of such duties.*

## **KNOWLEDGE, SKILLS, AND ABILITIES**

Your application materials will be reviewed against the knowledge, skills and abilities (KSAs) listed below to determine your category rating: Best Qualified, Highly Qualified, or Qualified. Within these categories, applicants eligible for veteran's preference will receive selection priority.

Please describe your experience and thoroughly address the statements below within your resume, cover letter, and/or other supporting material you choose to submit. Work product examples will not be reviewed unless specifically requested. **Clearly articulating your work experience to determine the application of this knowledge, these skills or abilities through performance is critical to determining your qualifications for this position.** For more information on how to provide supporting information for KSAs, please visit [http://jobs.bpa.gov/How\\_To\\_Apply/ksa.cfm](http://jobs.bpa.gov/How_To_Apply/ksa.cfm).

1. (Technical) **Public Affairs/Communications Program Management: Ability to provide strategic leadership and direction to an organization providing comprehensive public affairs services.** Your application materials should describe experience:
  - Leading, directing, or supervising the following public affairs program elements: employee communication/information; public information, involvement, or education; governmental/legislative affairs; or tribal affairs programs.
  - Formulating and articulating an overall plan integrating the public affairs issues of an organization;
  - Recommending strategies for all aspects of the agency's public affairs program; and
  - Establishing standards for the development and evaluation of public affairs activities throughout the agency.
2. (Technical) **Public Affairs/Communications Strategy: Ability to serve as the internal public affairs expert to executive management officials in the planning and execution of communication strategies designed to enhance awareness and understanding of and to defend, justify, and gain support for an organization's business objectives, policies, and programs.** Your application materials should describe experience:
  - Advising organization's top management officials on the possible public and media reactions to proposed policy statements or agency actions;
  - Recommending public affairs/communication strategies to target multiple audiences using a variety of mediums (e.g., print, media, online/social) to announce, defend, justify, and gaining support for an organization's policies and programs;
  - Planning, initiating, and implementing public affairs programs designed to enhance the understanding of the agency's programs; and
  - Evaluating the effectiveness and the efficiency of public affairs programs in achieving greater understanding and support for an organization's policies and programs.
3. (Technical) **Government & Legislative Affairs: Skill in assessing the political and institutional environment in which decisions are made and implemented in order to advise BPA executives on building and maintaining productive legislative and governmental relationships and on developing and strategically articulating BPA policy and building support for BPA decisions.** Your application materials should describe your experience advising an organization's executives on relationships with:
  - Congress and the Administration (White House, Department of Energy, Treasury, Office of Management and Budget, Government Accountability Office, Federal Energy Regulatory Commission, etc.);
  - Tribal governments;
  - Public utility and rural electric cooperative boards;
  - Northwest Power and Conservation Council;
  - Governors, state legislatures, and state executive agencies;
  - State regulatory commissions; or
  - Local governments; and public interest groups.
4. (Supervision and Leadership) **Ability to provide supervision and leadership through effective use of teambuilding, coaching, and mentoring to manage performance, coordinate work activities, and develop and motivate employees.** Your application materials should demonstrate your experience as a manager or supervisor:
  - Assigning accountability and responsibility as appropriate;
  - Establishing and monitoring standards for work product quantity and quality;
  - Effectively using teambuilding, coaching, and mentoring to develop and motivate employees;
  - Providing feedback, guidance, and training to employees;

- Accepting direction from managers and taking accountability for group results;
- Coordinating and integrating the work of others into a completed work product;
- Resolving problems;
- Evaluating performance and conduct; and
- Improving or devising new work methods, procedures, or improvements.

5. (Facilitating Work) **Ability to initiate, encourage, and deliver on opportunities for process improvement and operational excellence to facilitate the accomplishment of work.** Your application materials should demonstrate your experience:

- Establish and define long- and short-term organizational goals;
- Define required work results and establish parameters for accomplishment of these results;
- Establish a collaborative environment to inform the decision-making process;
- Encouraging problem solving by subordinates;
- Making functional assignments based on recognized employee strengths;
- Developing and gaining support for the organization's vision.
- Ability to make responsible and accountable for decisions made.
- Formulating or participating in the establishment of work plans and work unit objectives;
- Working with other individuals/organizations/work units in resolving problems and issues; and
- Identifying the resources necessary to accomplish objectives, including the stability of the work unit.

6. (Interpersonal Relationships & Effective Communication) **Ability to establish effective working relationships to facilitate the achievement of business goals and objectives.** Your application materials should identify who you interacted with and demonstrate your experience:

- Sharing ideas, influencing behavior, advocating for outcomes, and advancing others' understanding of business needs and objectives;
- Providing programmatic and policy information;
- Engaging in collaborative efforts to align functional responsibilities with and to achieve business outcomes;
- Negotiating resolution of controversial issues; and
- Working effectively with functional managers to align outputs with broader business needs and objectives.

7. (Diversity & EEO) **Ability to support and promote Bonneville's equal opportunity program to recognize and embrace employee diversity and build on strengths; to ensure a discrimination and harassment-free workplace for all employees; and to provide developmental and training opportunities for employees.** Your application materials should:

- Indicate your role on teams and how you fostered an inclusive environment; and

Demonstrate your participation in diversity and EEO programs relative to employment advancement, performance management and/or training opportunity availability for employees.

### ADDITIONAL REQUIREMENTS

1. Supervisory Managerial/Probationary Period
2. OGE Form 450, Financial Disclosure

### SECURITY & SUITABILITY

The sensitivity level of this position is designated as 'High Risk – non-sensitive', which requires that the selectee pass a Background Investigation (BI) and receive a favorable suitability determination. For more information please visit: [http://jobs.bpa.gov/How\\_To\\_Apply/faqs.cfm#18](http://jobs.bpa.gov/How_To_Apply/faqs.cfm#18).

### Application Package Checklist

- ☐ Resume, cover letter, and/or other supporting material you choose to submit that fully describe your education and experience. Application must contain sufficient information to determine eligibility for the position.

(Optional Application for Federal Employment (OF-612): <http://www.usajobs.opm.gov/of612.asp>.)

#### **Applications must include the following information:**

- Job Announcement number, title, and grade
- Full legal name, mailing address, contact telephone number and email address
- Country of citizenship (SSN or other ID is not requested at this time)
- High school attended which includes name of high school and location.
- Employment history including unpaid positions with job title, grade (if Federal), duties and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), salary, and hours worked per week. Explain any gaps in employment.
- Indication if we may contact your current supervisor.
- List of other job-related training, skills, certificates and licenses, recognition, professional memberships, publications, leadership activities, or other relevant information.

- Grade level(s) for which you are applying.
- **VETERANS:** To be considered for veteran's preference, a copy of your DD-214 (Member 4) is required. 10-point veterans must also provide a copy of their SF-15 and associated documentation.
- All applicants are encouraged to complete and submit BPA Form F3330-11e, Applicant Disability, Race/National Origin and Gender Identification form and Applicant Source Form located at the end of this announcement, or at [http://jobs.bpa.gov/How\\_To\\_Apply/forms.cfm](http://jobs.bpa.gov/How_To_Apply/forms.cfm).

## How to Submit Your Application

Applications may be emailed, faxed or mailed. Due to security requirements, we only accept hand-delivered application from individuals who currently have badge access to the building.

- **Email to:** [jobs@bpa.gov](mailto:jobs@bpa.gov) with the Job Announcement Number in the subject line and on any attachments.
- **Fax to:** 503-230-3149
- **Send via US Mail to:** Bonneville Power Administration, ATTN: Human Capital Management, NHQ-1, PO Box 3621, Portland, OR 97208-3621.

You will be notified via email to confirm receipt of your application package. *Applicants should retain a copy of their application as BPA does not return applications or provide copies.* For more information on the hiring process, please refer to: [http://jobs.bpa.gov/How\\_To\\_Apply/whathappens.cfm](http://jobs.bpa.gov/How_To_Apply/whathappens.cfm).

## Additional Information

**Veterans Information:** <http://www.usajobs.gov/vi>

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### Career Transition Assistance Program/Interagency Career Transition Assistance Program

**(CTAP/ICTAP):** Federal employees seeking CTAP/ICTAP eligibility must submit proof that they meet the requirements of 5 CFR 330.605 (a) for CTAP and 5 CFR 330.704 for ICTAP. This includes a copy of the agency notice, a copy of their most recent Performance Rating and a copy of their most recent SF-50 noting current position, grade level, and duty location. **Please annotate your application to reflect that you are applying as a CTAP or ICTAP eligible.** For additional information please refer to <http://www.opm.gov/ctap/>

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**EEO Policy Statement:** <http://www.usajobs.gov/eeo>

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**Reasonable Accommodation Policy Statement:** <http://www.usajobs.gov/raps>

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**Legal and Regulatory Guidance:** <http://www.usajobs.gov/lrg>

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**Forms Availability:** All application materials may be obtained by calling 503-230-3230, or 1-877-975-4272 or visiting: <http://www.jobs.bpa.gov>.

## **Applicant Source Form**

The Bonneville Power Administration's Human Capital Management office has an ongoing process improvement objective associated with recruitment and outreach strategies. In order for us to assess the effectiveness of our current advertising and Recruitment efforts, please identify how you learned about this job by marking the appropriate box below:

Vacancy Announcement Number	Position Title, Series, Grade
<input type="text"/>	<input type="text"/>

☐ **BPA Website**

☐ **USAJOBS Website**

☐ **Job Board** (CareerBuilder, Craigslist, Employment Dept, etc.)

**(please specify):** \_\_\_\_\_

☐ **Industry Website or Event** (National Institute of Government Purchasers, GreenDrinks, etc.)

**(please specify):** \_\_\_\_\_

☐ **Social Media Website** (Facebook, LinkedIn, etc.)

**(please specify):** \_\_\_\_\_

☐ **Career Fair** (campus events, community event)

**(please specify):** \_\_\_\_\_

☐ **BPA employee**

☐ **Other (please specify):** \_\_\_\_\_

U.S. Office of Personnel Management Guide to Personnel Data Standards	<b>ETHNICITY AND RACE IDENTIFICATION</b> (Please read the Privacy Act Statement and instructions before completing form.)	
Name (Last, First, Middle Initial) <div style="background-color: #cccccc; width: 100px; height: 20px;"></div>		
Agency Use Only		
<b>Privacy Act Statement</b>  <p>Ethnicity and race information is requested under the authority of 42 U.S.C. Section 2000e-16 and in compliance with the Office of Management and Budget's 1997 Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Providing this information is voluntary and has no impact on your employment status, but in the instance of missing information, your employing agency will attempt to identify your race and ethnicity by visual observation.</p> <p>This information is used as necessary to plan for equal employment opportunity throughout the Federal government. It is also used by the U. S. Office of Personnel Management or employing agency maintaining the records to locate individuals for personnel research or survey response and in the production of summary descriptive statistics and analytical studies in support of the function for which the records are collected and maintained, or for related workforce studies.</p>		
<b>Specific Instructions:</b> The two questions below are designed to identify your ethnicity and race. <b>Regardless of your answer to question 1, go to question 2.</b>		
<b>Question 1. Are You Hispanic or Latino?</b> (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.) <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Question 2.</b> Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box. Check as many as apply.		
<b>RACIAL CATEGORY</b> (Check as many as apply)	<b>DEFINITION OF CATEGORY</b>	
<input type="checkbox"/> American Indian or Alaska Native	A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.	
<input type="checkbox"/> Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.	
<input type="checkbox"/> Black or African American	A person having origins in any of the black racial groups of Africa.	
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.	
<input type="checkbox"/> White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.	

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